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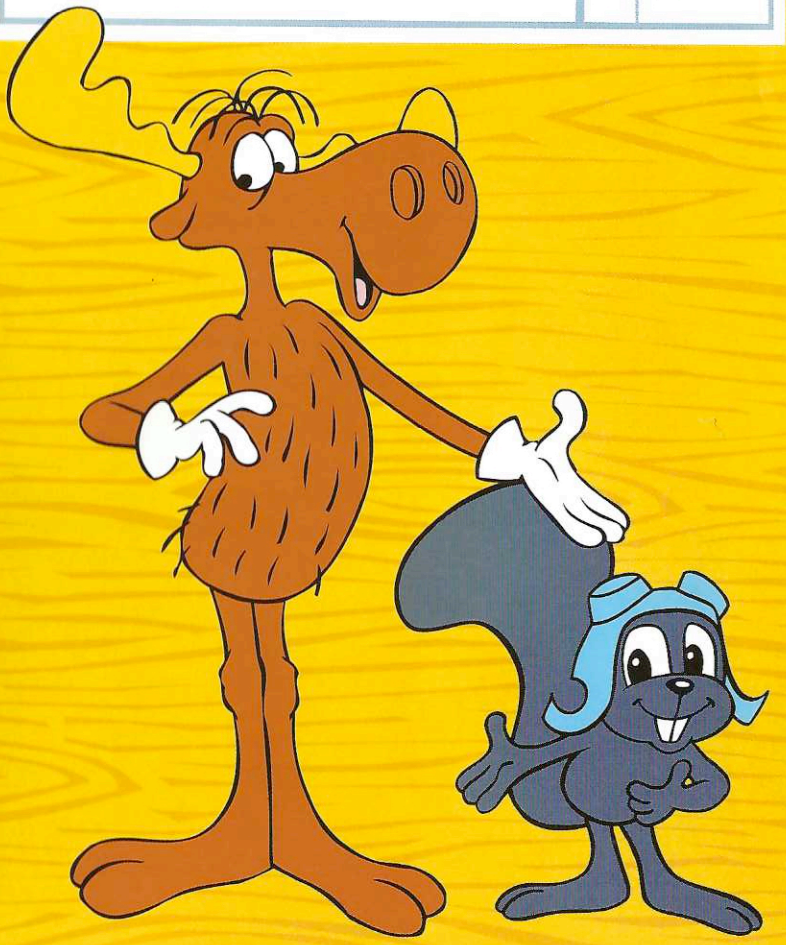
ROCKY & BULLWINKLE & FRIENDS™

complete season 1



Hello There, Culture Gang, (or) Dear Jay Ward Fan:

My dad was a true creative genius. You may know him as a TV pioneer responsible for producing *Rocky & Bullwinkle* and *Crusader Rabbit* (the first original cartoon made for TV), but to me he was a larger-than-life character and a walking optimist who lived by the motto, "humor heals." While my dad may have taught America the art of parody, he taught his family to find humor and the unexpected in everything we do. I wanted to take this opportunity to share with you some of the memories that made Jay Ward such a special father.

Dad's office on Sunset Boulevard was a children's fantasy playground, and visiting him there was better than a trip to an amusement park. It was jam-packed with cigar store Indians, fun house mirrors and antique thrones. He stocked all flavors of candy, soda and ice cream, complete with every kind of topping imaginable. There were even old-fashioned popcorn and Sno-Kone machines that he had installed for his employees.

His quirky sense of humor and quest for fun were not limited to the confines of his office. In the summer of 1962, Dad coordinated one of his most legendary stunts to promote the new season of *Rocky & Bullwinkle – The Picnic at the Plaza Hotel* in New York City. Never one to settle for an ordinary P.R. event, Dad trucked in sod to cover the entire floor of the swanky Persian Room and brought in 10,000 ants to ensure "authenticity." Entertainment included pickpockets and fortunetellers. Of course, Dad was never permitted to throw a party at the hotel again!

My 1969 wedding was the social – or shall I say comedic – event of the season. When I told Dad I didn't like his idea of having popcorn vendors and monkey grinders at the church, he informed me that I had no sense of humor. Imagine my surprise then, when my dad hired skywriters to fly overhead during the reception and the Goodyear Blimp to whisk us away to our honeymoon. (Thank goodness the weather was bad, preventing the blimp from landing.) By far, the most hysterical event of the evening was the receiving line. I found myself standing next to a dummy dressed as Dad with a tape recorder hidden inside that greeted guests with such comments as, "Hello, I'm Jay Ward. This is costing me a fortune." I'm confident it was the longest receiving line in history, as guests came though several times each just to see what the "dummy" would say next!

Dad was a true eccentric, and he believed humor made life worthwhile. The restoration of my dad's library has been a labor of love for the Ward family. We are very pleased to present the first season of *Rocky & Bullwinkle & Friends* on DVD – better than you've ever seen it. We've brought all the episodes together under one name, using the rare second-season opening (Dad's favorite), beautifully restored the original prints, and replaced the music as Dad later requested, with themes he specifically produced for the first two seasons.

My dad would have been proud that his finest work is still loved today as much as it was 40 years ago. I hope you enjoy the collection and look forward to sharing the next four seasons with you in the future.

Yours,

Tiffany Ward

Tiffany Ward

A Moose and Squirrel are Born, (or) The Story of Season 1...

As our story began in 1958, Dwight Eisenhower was in the White House, while Nikita Khrushchev was ensconced in the Kremlin. Drive-ins and '50s sci-fi movies were at peak popularity, Elvis entered the Army, and that new-fangled television was suddenly doing huge business.

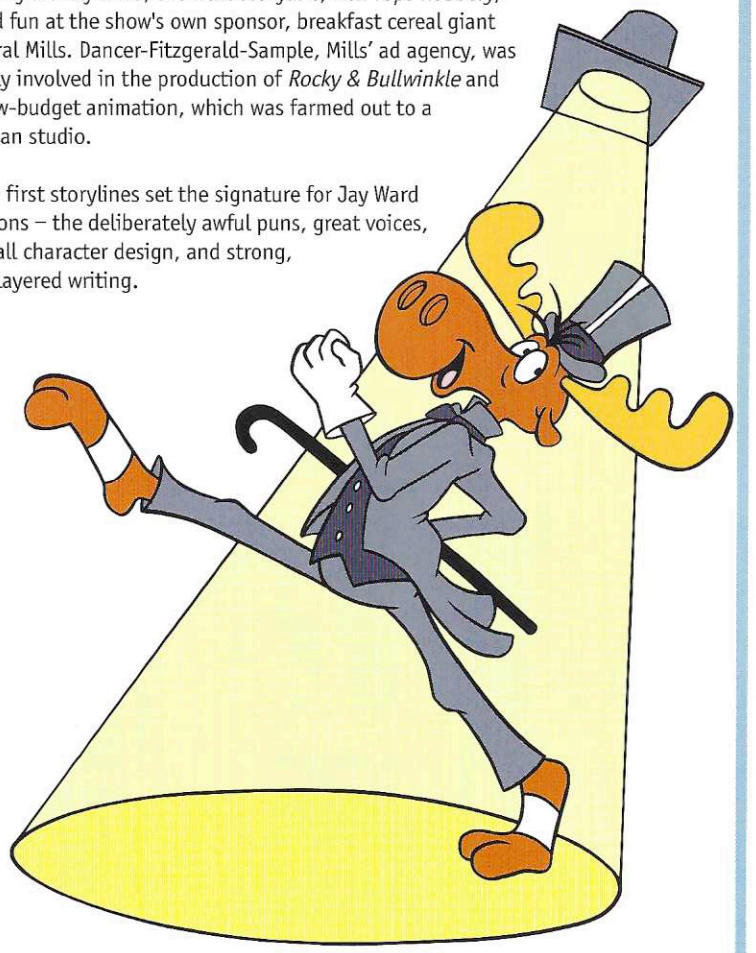
In February 1958, a team of actors in Hollywood recorded the dialogue for *Rocky the Flying Squirrel*, producer Jay Ward's cartoon pilot featuring Rocky and one Bullwinkle J. Moose (characters created by Ward's cartoonist friend, Alex Anderson, in 1950). Bill Conrad was the ever-present narrator, June Foray voiced Rocky and Natasha, and Paul Frees gave life to the villainous Boris Badenov. They were joined by Ward's new partner, the brilliant writer Bill Scott, who supplied the voice of Bullwinkle.

It was another eight months before General Mills came aboard to sponsor the cartoon in a late-afternoon kids' time slot. With the deal firmed, Ward and Scott began hiring writers and artists for *Rocky and His Friends*, which would premiere in the fall of 1959. While various others began scripting *Mr. Peabody* and *Fractured Fairy Tales*, Scott took charge of the *Rocky & Bullwinkle* episodes, writing a script a day. He envisioned the moose and squirrel in a continuing chapter-play, after the style of the old movie-serial cliffhangers. At heart a satirist, Scott took a topical approach, theming the story around the current U.S.-Soviet "space race," with a subtext of Cold War tension and intrigue. This set the Jay Ward cartoons a million miles from the competition.

To this mix, Scott added a hip, jokey awareness, updating the Hope & Crosby "Road" movie attitude, and topped it with a continuing barrage of bad puns. It was a heady, grown-up brew. The first story ran forty hilarious episodes, becoming the longest *Rocky & Bullwinkle* adventure. (Even the title, *Jet Fuel Formula* was topical – in January 1959, American Airlines inaugurated the first jet service between Los Angeles and New York.) It set the tone of Jay Ward cartoons, besides introducing all the fondly remembered supporting characters (Boris, Natasha, Fearless Leader, moon-men Cloyd and Gidney and Captain Peter Peachfuzz).

Typically for Jay Ward, the next storyline, *Box Tops Robbery*, poked fun at the show's own sponsor, breakfast cereal giant General Mills. Dancer-Fitzgerald-Sample, Mills' ad agency, was closely involved in the production of *Rocky & Bullwinkle* and its low-budget animation, which was farmed out to a Mexican studio.

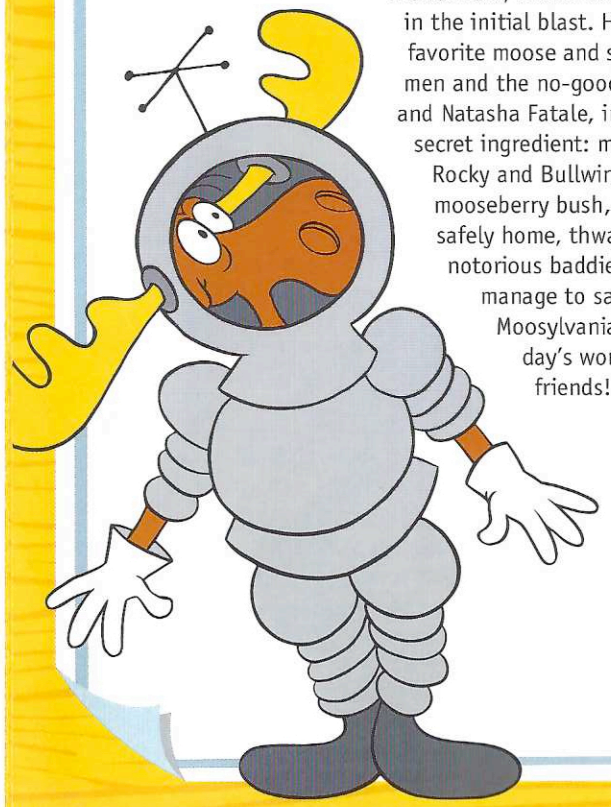
These first storylines set the signature for Jay Ward cartoons – the deliberately awful puns, great voices, oddball character design, and strong, multilayered writing.



Jet Fuel Formula

(Episodes 1 – 40)

In this first-ever *Rocky & Bullwinkle* storyline – which lasts an incredible 40 episodes – our fearless heroes stumble upon an explosive rocket fuel that launches them to the moon and back while attempting to make Grandma Bullwinkle's recipe for tasty mooseberry fudge cake. This amazing discovery prompts the government to appoint Bullwinkle as Director of Guided Moosles; however, our boys must frantically work to recreate the formula, which was blown to smithereens in the initial blast. Hilarity ensues as our favorite moose and squirrel battle mini moon-men and the no-goodnik spies, Boris Badenov and Natasha Fatale, in their quest for the secret ingredient: mooseberries. In the end, Rocky and Bullwinkle find the elusive mooseberry bush, return the moon-men safely home, thwart the evil plans of the notorious baddies, Boris and Natasha, and manage to save their island homeland, Moosylvania, from sinking. All in a day's work for these two famous friends!



Box Top Robbery

(Episodes 41 – 52)

Every low-IQ'er out there knows that cereal box tops – not gold or silver – are the real basis for the global monetary system! So it's quite a shock when the World Economic Council announces they are being counterfeited. They immediately point the finger at Bullwinkle J. Moose, proud owner of the planet's biggest box top collection; but, of course, the real culprit is Boris Badenov. Rocky and Bullwinkle inadvertently save the day – and the world economy – by blowing up Boris' illegal box top printing press operation.

A Couple of Creative Geniuses, (or)

Jay Ward

Jay Ward was the visionary genius behind *Rocky & His Friends*, and the first animation producer to actively encourage witty, irreverent humor to play to the viewers' higher intelligence. Ward, born in San Francisco in 1920, was a bright student who showed entrepreneurial flair from an early age. After graduating from Harvard with an MBA, he started a real estate business in the Bay area, but was injured his first day on the job. During his recovery, he teamed up with talented cartoonist and schoolmate, Alex Anderson, to make TV's first original cartoon, the legendary *Crusader Rabbit*, which included many of the Rocky & Bullwinkle touches (wry narration, puns, reflexive humor). When that series ended in 1951, Ward went back to real estate for six years before returning to cartoons with a new partner, Bill Scott. The result was *Rocky & Bullwinkle*. The moose and squirrel proved a huge success, and Ward continued making funny cartoons like *George of the Jungle* and a wild comedy called *Fractured Flickers*. He also enjoyed a lucrative twenty-year association with Quaker Oats, for whom he made hundreds of hilarious animated TV commercials, including *Cap'n Crunch*. Happily, Jay Ward lived to see his classic cartoons gain a huge following before his death in Los Angeles in 1989.

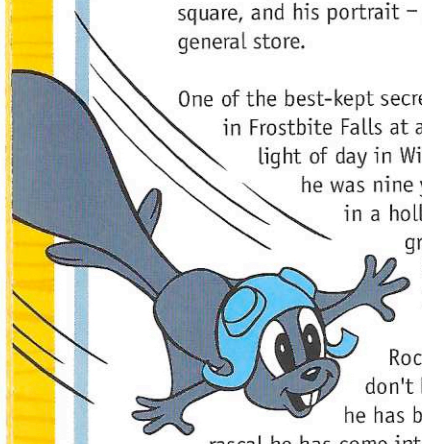
A Match Made in Moosylvania...

Bill Scott

If Jay Ward was the "P.T. Barnum" of TV cartoons, then Bill Scott was his "Bailey." Scott was the creative spark who gave the *Rocky & Bullwinkle* shows their unique blend of wit, parody and charm. Scott, born in Pittsburgh in 1920, grew up in Denver enamored of theatrical cartoons from childhood. In World War II, draftee Scott was assigned to an animation unit making instructional films for the war effort. There, his thorough grounding in all aspects of cartoons prepared him for a gag-writing job at the fabled Warner Bros. Cartoons in 1946. Scott then moved to TV's witty puppet show, *Time For Beany*, and a stint at the revolutionary cartoon studio UPA. This was the home of Mr. Magoo, and many of its designers and animators ended up with Jay Ward. After another job at the John Sutherland Studio, where he wrote animated industrial films, Scott met Jay Ward in 1957. They formed their immortal partnership when they sold *Rocky & Bullwinkle* late the following year. Scott, a modest triple-threat talent (voice artist, writer and producer) remained with Jay Ward for a quarter century until the studio ended production in 1984. Scott died in 1985.

Rocket J. Squirrel

Rocket J. Squirrel – a.k.a. Rocky – the demon aerial speedster, is the pride and joy of Frostbite Falls, Minnesota. His statue adorns the town square, and his portrait – done in colored bottle-caps – hangs in the general store.



One of the best-kept secrets in show business is that Rocky was *not* born in Frostbite Falls at all. Actually, the jet-age squirrel first saw the light of day in Winnemucca, Nevada, and didn't see a tree until he was nine years old. Up to that time, he used to hide nuts in a hollow cactus. Then one day he was caught cross-grain in a Nevada zephyr, and by the time he got back to earth, he was in Minnesota and had learned to fly.

Rocky is living proof (if any were needed) that you don't have to be smart to succeed in television, for he has been flimflammed, conned and grafted by every rascal he has come into contact with. Still, with his charming naïveté, trusting innocence and a soupçon of low animal cunning, he always manages to come out on top.

The plucky squirrel has captured the affections of millions. His legions of followers include Richard Nixon, Maria Callas and Dr. Alfred Schweitzer.* Also, Bullwinkle J. Moose.**

Rocky is the three-time winner of the Junior Birdmen Trophy for Cross-Country Flying by a Small Mammal Wearing Goggles, and is mascot of the Air Force's 319th Garbage Disposal and Sanitation Wing, in recognition of the fact that while there may be many pilotless planes in the air today, Rocket J. Squirrel is the only planeless pilot.

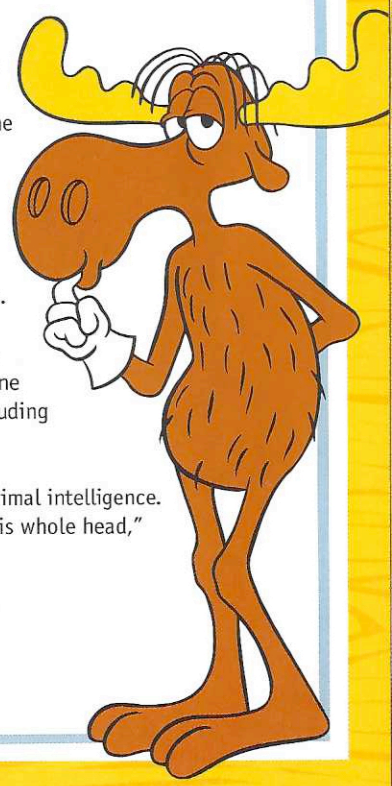
** No, no, not that Richard Nixon, Maria Callas, and Alfred Schweitzer! Our Nixon is an auto dealer in Lompoc, our Callas runs Maria's Pizzeria in Ames, Iowa, and our Schweitzer is a veterinarian in Baton Rouge.*

*** Yes, THE Bullwinkle J. Moose!*

Bullwinkle J. Moose

Bullwinkle is more than just a moose. He is a fine, upstanding example of the great North American Clod. There's no questioning the fact that he's upstanding; he's the only moose in the world who walks on two legs.

He graduated from M.I.T. (Moose Institute of Toe-dancing) and immediately entered the armed forces, where he had the distinction of serving in both the Army and the Navy. Always inventive, Bullwinkle strung wire between his antlers and spent nine months on the bridge of a destroyer as a radar mast. He thus became the only enlisted servicemember ever discharged from the Navy for salt-water corrosion. He completed his military career by serving as a hatrack in the Fort Blunder Officers Club.



Returning to his hometown of Frostbite Falls, he met his hero, Rocky Squirrel. The two became fast friends, although most people will admit that Bullwinkle is a shade slower. He has also, from time to time, been a Wyoming worm rancher and the National Director of Guided Moosles.

There's nothing Bullwinkle enjoys more than curling up in front of a cozy fire with a pile of good books. "They burn so nice and slow," he says.

His strength is prodigious, and one of his favorite stunts is to tear in half the Frostbite Falls Telephone Directory, which consists of twelve full pages, including the yellow section.

Bullwinkle's success can be pegged to his extra-animal intelligence. "He has more brains in his finger than he has in his whole head," says his best pal, Rocky.

DISC 1

Show 1
R&B: *Jet Fuel Formula 1 of 40*
Fractured Fairy Tales: *Rapunzel*
Peabody: *Show Opening*
R&B: *Jet Fuel Formula 2 of 40*

Show 2
R&B: *Jet Fuel Formula 3 of 40*
Fractured Fairy Tales: *Puss & Boots #1*
Peabody: *Napoleon*
R&B: *Jet Fuel Formula 4 of 40*

Show 3
R&B: *Jet Fuel Formula 5 of 40*
Fractured Fairy Tales: *The Fisherman Wishes*
Peabody: *Lord Nelson*
R&B: *Jet Fuel Formula 6 of 40*

Show 4
R&B: *Jet Fuel Formula 7 of 40*
Fractured Fairy Tales: *Fairy Tales*
Peabody: *Wyatt Earp*
R&B: Jet Fuel Formula 8 of 40

Show 5
R&B: *Jet Fuel Formula 9 of 40*
Fractured Fairy Tales: *Fee Fi Fo Fum*
Peabody: *King Arthur*
R&B: *Jet Fuel Formula 10 of 40*

Show 6
R&B: *Jet Fuel Formula 11 of 40*
Fractured Fairy Tales: *Beauty and the Beast*
Peabody: *Franz Schubert*
R&B: *Jet Fuel Formula 12 of 4*

Show 7
R&B: *Jet Fuel Formula 13 of 40*
Fractured Fairy Tales: *Brave Little Tailor*
Peabody: *Lucretia Borgia*
R&B: *Jet Fuel Formula 14 of 40*

DISC 2

Show 8
R&B: *Jet Fuel Formula 15 of 40*
Fractured Fairy Tales: *Rumpelstilskin*
Peabody: *Sir Walter Raleigh*
R&B: *Jet Fuel Formula 16 of 40*

Show 9
R&B: *Jet Fuel Formula 17 of 40*
Aesop and Son: *The Lion and the Mouse*
Peabody: *Robert Fulton*
R&B: *Jet Fuel Formula 18 of 40*

Show 10
R&B: *Jet Fuel Formula 19 of 40*
Fractured Fairy Tales: *Princess and the Pea*
Peabody: *Annie Oakley*
R&B: *Jet Fuel Formula 20 of 40*

Show 11
R&B: *Jet Fuel Formula 21 of 40*
Fractured Fairy Tales: *Sweet Little Beat*
Dudley Do-Right: *The Disloyal Canadians*
R&B: *Jet Fuel Formula 22 of 40*

Show 12
R&B: *Jet Fuel Formula 23 of 40*
Fractured Fairy Tales:*The Fisherman and his Wife*
Peabody: *Jesse James*
R&B: *Jet Fuel Formula 24 of 40*

Show 13
R&B: *Jet Fuel Formula 25 of 40*
Aesop and Son: *The Mice in Council*
Peabody: *The Wright Brothers*
R&B: *Jet Fuel Formula 26 of 40*

Show 14
R&B: *Jet Fuel Formula 27 of 40*
Fractured Fairy Tales: *Dick Whittington's Cat*
Peabody: *George Armstrong Custer*
R&B: *Jet Fuel Formula 28 of 40*

DISC 3

Show 15
R&B: *Jet Fuel Formula 29 of 40*
Fractured Fairy Tales: *Cinderella*
Peabody: *Alfred Nobel*
R&B: *Jet Fuel Formula 30 of 40*

Show 16
R&B: *Jet Fuel Formula 31 of 40*
Fractured Fairy Tales: *The Elves & the Shoemaker*
Dudley Do-Right: *Stokey the Bear*
R&B: *Jet Fuel Formula 32 of 40*

Show 17
R&B: *Jet Fuel Formula 33 of 40*
Aesop and Son: *The Fox and the Stork*
Peabody: *Marco Polo*
R&B: *Jet Fuel Formula 34 of 40*

Show 18
R&B: *Jet Fuel Formula 35 of 40*
Fractured Fairy Tales:*Tom Thumb*
Dudley Do-Right: *Mortgaging the Mountie Post*
R&B: *Jet Fuel Formula 36 of 40*

Show 19
R&B: *Jet Fuel Formula 37 of 40*
Aesop and Son: *The Wolf in Sheep's Clothing*
Peabody: *Richard the Lion-Hearted*
R&B: *Jet Fuel Formula 38 of 40*

Show 20
R&B: *Jet Fuel Formula 39 of 40*
Fractured Fairy Tales: *Sir Galahad*
Peabody: *Don Juan*
R&B: *Jet Fuel Formula 40 of 40*

Show 21
R&B: *Box Top Robbery 1 of 12*
Aesop and Son: *The Hare and the Tortoise*
Dudley Do-Right: *Trap Bait*
R&B: *Box Top Robbery 2 of 12*

DISC 4

Show 22
R&B: *Box Top Robbery 3 of 12*
Fractured Fairy Tales: *Snow White*
Peabody: *William Tecumseh Sherman*
R&B: *Box Top Robbery 4 of 12*

Show 23
R&B: *Box Top Robbery 5 of 12*
Aesop and Son: *The Hare and the Hound*
Peabody: *First Kentucky Derby*
R&B: *Box Top Robbery 6 of 12*

Show 24
R&B: *Box Top Robbery 7 of 12*
Fractured Fairy Tales: *Sleeping Beauty*
Dudley Do-Right: *Masked Ginny Lynne*
R&B: *Box Top Robbery 8 of 12*

Show 25
R&B: *Box Top Robbery 9 of 12*
Fractured Fairy Tales: *Pinocchio*
Peabody: *P.T. Barnum*
R&B: *Box Top Robbery 10 of 12*

Show 26
R&B: *Box Top Robbery 11 of 12*
Fractured Fairy Tales: *Little Red Riding Hood*
Peabody: *Stanley and Livingstone*
R&B: *Box Top Robbery 12 of 12*

Season 1 DVD Extras:

"Dear Bullwinkle":
Four "J-Rated" segments providing advice for the lovelorn, featuring the rarely seen Bullwinkle Puppet. This footage was originally planned as bumpers for the show – introducing show segments and commercials.

Classic Commercials and Promo's:
Distributed to television stations, these classic bumpers were used to promote the original show – and are as hilarious as the show itself.

Rocky & Bullwinkle Savings Stamp Club:
Our heroes battle the usual evil villains in this rare episode, which is actually a promo for the Savings Stamp Club, popular in the 60's. It is also one of the only occasions in which Rocky & Bullwinkle interact with Sherman and Peabody – a true classic.

The Many Faces Of Boris Badenov:
See Boris in his multiple disguises as he tries to outwit Rocky & Bullwinkle over and over again.

Sneak Peak at "Complete Season 2":
Two hilarious Rocky & Bullwinkle episodes from "Metal Munching Moon Mice."

"Moose-Sized" Thanks To:

Tiffany Ward and Ramona Ward
Keith Scott, Bart Pierce... and the Classic Media team

Authoring:
Steven Haas at Blink Digital

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Mike Midlock

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